



STATE OF WASHINGTON  
DEPARTMENT OF HEALTH

**Request for Qualifications and Quotes (RFQQ) N20909  
Amendment #1**

<b>Solicitation Number</b>	<b>RFQQ N20909</b>
<b>Title:</b>	<b>Graphic Design for Child Profile Health Promotion Materials</b>
<b>Amendment number:</b>	<b>#1</b>
<b>Purpose:</b>	<b>Vendor Questions and Responses from Department of Health</b>
<b>Date issued:</b>	<b>02/15/2015</b>

The above referenced solicitation is amended to provide answers to vendor questions, per the established schedule in the RFQQ.

1. Why is this work going out for bid now? Is this RFP a result of having to put the work out to bid based on the number of years a current contract has been in existence? Is there a new funding stream? Or something else?

Answer: This contract is a long standing award that is periodically up for re-bidding. With a branding project on the horizon, the timing coincides with seeing what options for creative talent are available.

2. What vendor has designed the materials in the recent past?

Answer: Christine Thomas Design and Illustration has designed Child Profile's materials since the program began, with the exception of a couple materials that were created within the Washington State Department of Health.

3. What design software was used to create the current materials that will need updated?

Answer: Adobe Illustrator, InDesign, and Photoshop were used to create our current materials that need updating.

4. What is the timing of the "upcoming branding project" referenced on page 7? When would designs to be tested need to be complete?

Answer: We anticipate creating concept artwork starting mid to late 2016, after the conclusion of needed market research. While there is no precise date that all new branded materials must be completed by, we anticipate them being finalized by mid to late 2017.

5. Can you offer some context about why you are undergoing the "branding project" you reference?

Answer: Child Profile's branded look has existed since the program began in the early 1990's. Findings from evaluations we've conducted with our primary audience indicate that our visual identity needs to be updated and modernized.

6. Is there a research vendor already in place for the market research referenced on page 7 or will that work go out to bid?

Answer: No there is not yet a research vendor in place to help with market research. We will be going out for bid.

7. In the bullet point on the top of page 7, reference is made to a "variety" of original artwork styles/looks to test – can you elaborate on the number of different looks (2, 4, more?) you want to see and in what form you want to test them (rack card, envelope, brochure, storyboard, etc.)?

Answer: While we do not yet know the precise number of styles/looks we will be testing, we anticipate testing at least two or three different styles.

We don't yet know exactly which material formats will be tested. However, we anticipate testing letters, envelopes, brochures, rack cards, and posters.

8. Can you please share the names and roles of the individuals that will make up the evaluation team?

Answer: This information is not available to the potential bidders prior to the announcement of the Apparently Successful Bidder.

9. 2.3 Submission of Bids

The RFQQ requests submittal of for (4) copies of our proposal and four (4) copies of five work samples. We would like to submit a sample of a program, which includes multiple pieces. Since the RFQQ states that no materials will be returned, is it acceptable to submit one original sample and color copies for the additional 3 sets?

Answer: Yes, it is acceptable to submit one original sample and color copies for the additional three sets. If more than five past work samples are sent, please indicate which five the bidder would like to be scored.

10. 1.2 Objective and 1.6 Period of Performance

The RFQQ states here and in Exhibit A (Statement of Work) that the selected designer will be updating material content for a period of time until a new brand is established. Item 1.6 also shows the period of performance as scheduled to begin on or about June 1, 2015 and to end on December 31, 2015, with possible extension. Has any determination been made as to when work on designing the new brand will be undertaken within this period of performance?

Answer: We will not be undertaking the branding project during the first period of performance ending on December 31, 2015. We included the branding project in the Statement of Work to inform bidders of work in upcoming contract extensions. Because we

receive funding on a calendar year basis, we are not able to make the period of performance any longer than the current grant cycle.

We anticipate creating concept artwork starting mid to late 2016, after the conclusion of needed market research. While there is no precise date that all new branded materials must be completed by, we anticipate finalizing them by mid to late 2017.

11. Will the Washington State Department of Health (DOH) consider proposals from out-of-state contractors?

Answer: We will consider proposals from out-of-state contractors.

12. Does the scope of work include posting documents to the DOH website?

Answer: No, the graphic designer is not responsible for posting document to the DOH website.

13. Do final PDF documents (for posting on the DOH website) need to be (1) optimized for the web and (2) be 508 compliant?

Answer: Yes, PDF documents posted to the DOH website need to be optimized for the web and be 508 compliant.

14. Can companies from Outside USA apply for this? (from India or Canada)

Answer: We will consider proposals from out-of-county contractors.

15. Will vendors need to come to your location for meetings?

Answer: The vendor will need to attend meeting at DOH in person as needed.

16. Can the tasks for this RFQQ be performed outside USA? (from India or Canada)

Answer: Yes, tasks for this RFQQ can be performed outside of the USA, except for meeting in person at DOH as needed.

17. Can the proposals be submitted via email?

Answer: No, proposals must be submitted by mail or by hand.

18. Section 1.1 states that you are seeking a graphic designer, can creative agencies/companies also reply to this solicitation?

Answer: Yes, creative agencies/companies can also reply to this solicitation.

19. Will bidders also be expected to write or refine any copy for the design material, in English or Spanish?

Answer: No, bidders will not be writing or refining content in any English or Spanish Child Profile material.

20. Do you have an anticipated time frame, or general month(s), for the design of new educational or promotional materials?

Answer: So far we anticipate creating three new nutrition publications over the course of the next two years.

As a result of the branding project, all Child Profile materials (age-specific hard copy materials, parent letters, envelopes, and promotional materials) will need to be re-created with the new brand incorporated. We also anticipate several promotional publications being created as a result of the branding project.

21. Do you have an anticipated time frame, or general month(s), for the new brand design concept artwork/materials starting?

Answer: We anticipate creating concept artwork starting mid to late 2016, after the conclusion of needed market research.

22. Is the branding conceptualization purely imagery styles and color palette driven, or will it include a logo design?

Answer: Branding conceptualization will not purely be driven by imagery styles and color palettes. It will also include logo design.

23. Who designed all of the existing materials? Was it an outside contractor or an in-house graphic designer? What are the reasons for seeking a new graphic designer?

Answer: An outside contractor, Christine Thomas Illustration & Design, has created all Child Profile materials, with the exception of a couple materials that were created within the Washington State Department of Health.

This contract is a long standing award that is periodically up for re-bidding. With a branding project on the horizon, the timing coincides with seeing what options for creative talent are available.

24. Most of the samples provided were print-based; do you have a need for corresponding HTML email designs or website versions of any of the Child Profile products? Or, are the materials always emailed as a PDF?

Answer: At this time we do not foresee a need to have our graphic designer work on HTML email designs or website versions of our Child Profile materials. Our Child Profile email materials are primarily available in HTML on a separate Child Profile website that parents are directed towards via an email.

**This Amendment does not need to be submitted with the proposal. All other Terms, Conditions, and Specifications remain unchanged.**